



SHIFT





MESSAGE FROM PASTOR BRENT & THE ELDERS

Keystone,

As a spiritual family, we have experienced the mercies of God in profound ways. Since our beginning, God has given us a big vision to reach our city, the campus, and the world. I'm so proud that every time the Lord has given us a vision, the people of Keystone have responded with great faith and generosity. The result is that more people have been reached for Christ, more churches have been planted, and more families are whole and growing in Christ.

Now, we believe God is calling us to a new season of vision and impact.

Through SHIFT, you will likely take some of the biggest steps of faith you have ever taken. By recognizing the mercy God has given you personally, you have the opportunity to grow into new levels of dependence, faith, and generosity. By recognizing God's mercy to us as a church, we can join together as a spiritual family and carry on our mission to our growing community and world.

This will be a season of transformation for you, our church family, and our community. We invite you to engage deeply and SHIFT your priorities because of God's mercy.

A handwritten signature in black ink that reads "Brent".

PASTOR BRENT

WHERE
WE'VE BEEN

OUR HISTORY

(2012-PRESENT)

FALL 2012

MULTISITE BEGINNINGS

We started as a satellite campus of Cornerstone Church of Ames, launching with 120 people.



2012

SUMMER 2014

FIRST FACILITY

We moved into our first facility (a former drug store) at 849 S. Ankeny Blvd.



FALL 2017

KEYSTONE CHURCH

We officially changed our name to "Keystone Church."



FALL 2017

SALT COMPANY

We established The Salt Company in Ankeny for college-aged students.

FALL 2019

UN-FINISHED

We began our Un-Finished generosity initiative to purchase land and build a new church building.



FALL 2019

THE COMMONS

We launched The Commons, our first church plant, to East Lansing, Michigan.

WINTER 2022

PREPARE

We had our first Prepare event, where we prayed and fasted together for three days.



FALL 2022

SALT CHURCH

We launched Salt Church, our second church plant, to Bloomington-Normal, Illinois.

FALL 2023

NEW FACILITY

We finished our new building and moved into our permanent home at 5525 NE Delaware Ave. August 20, 2023, was our first Sunday in the new facility.

FALL 2025

ANTHEM HILL CHURCH

We launched Anthem Hill Church, our third church plant, to Bowling Green, Kentucky.



FALL 2025

SHIFT

As we enter into a new season of SHIFT as a church, we are thankful for how God's mercy has overflowed to Keystone and eager to see how we can make an impact in our community and beyond through SHIFT.



PRESENT



WHERE WE ARE TODAY

1,550 AVERAGE ATTENDANCE

634 56% GROWTH SINCE MOVING INTO
TOTAL BAPTISMS OUR CURRENT FACILITY IN 2023

3 CHURCH
PLANTS
(AND ONE ON THE WAY IN 2027)

130 PEOPLE SENT ON
MISSION TRIPS THE
LAST THREE YEARS

170 AVERAGE ATTENDANCE
AT KEYSTONE YOUTH

23% OF ATTENDANCE IS
KEYSTONE KIDS

175 AVERAGE
ATTENDANCE
AT SALT COMPANY

142 VOLUNTEERS
EVERY SUNDAY

WHERE WE ARE GOING

ROMANS 12:1-2 (CSB)

THEREFORE, BROTHERS AND SISTERS, IN VIEW OF THE MERCIES OF GOD, I URGE YOU TO PRESENT YOUR BODIES AS A LIVING SACRIFICE, HOLY AND PLEASING TO GOD; THIS IS YOUR TRUE WORSHIP. DO NOT BE CONFORMED TO THIS AGE, BUT BE TRANSFORMED BY THE RENEWING OF YOUR MIND, SO THAT YOU MAY DISCERN WHAT IS THE GOOD, PLEASING, AND PERFECT WILL OF GOD.

OVERVIEW

God's mercy has overflowed to Keystone in ways we could have never asked, thought, or imagined. As a result, we have committed to stay on the move to see kingdom impact in our community and world. In this season, God is calling us to new levels of impact and faith.

**GOD'S MERCY URGES US
TO SACRIFICIALLY
SHIFT OUR PRIORITIES.**

We believe we can make a culture-changing impact in our community and beyond.

Over the next two years, we plan to invest in our ministries that send people into the harvest field and address facility constraints that have emerged because of our dynamic growth.

PRIMARY GOAL

100% ENGAGEMENT

We urge everyone who calls Keystone their spiritual home to gain a fresh view of the mercy of God in their lives and sacrificially align their priorities to new levels of dependence, faith, and generosity.

You can start engaging by asking yourself these questions:

PURSUE DEPENDENCE

What are you holding back from full trust and dependence on the bountiful goodness of the Lord? What do you need to relinquish control to Him?

DEEPEN FAITH

What step do you need to take that presents yourself to God in a way that moves you away from your comfort zone and into a whole new experience of reliance upon Him?

INCREASE GENEROSITY

What new level of sacrificial generosity do you need to step into because of the grace of God you have experienced?

SECONDARY GOAL

\$12 MILLION

SHIFT MISSION - \$8 MILLION

Our “Shift Mission” represents two years of our normal ministry budget. SHIFT will enable us to continue to move forward with the life-changing ministries that have made us who we are today.

SHIFT VISION - \$4 MILLION

Shift Sending Impact - \$1.1 Million

Our greatest joy is telling others about the mercy that has changed us. Keystone is strategically positioned to build on the foundation of sending church plants and engaging in missions. We desire to accelerate our church planting frequency and number of mission partners. We will also establish a new ministry to train the people of Keystone as everyday missionaries where they live, learn, work, and play.

Shift Facility Impact - \$2.9 Million

Buildings will never be our goal, but they are needed tools to facilitate the mission God has given us. The growth that we have seen in many of our ministries exceeds our current building capacity. We will add space for next-generation classrooms and programming, increase the size and capacity of gathering space in The Venue, and allocate funds for future facility enhancements.

SHIFT SENDING IMPACT

\$1.1 MILLION

CHURCH PLANTING FREQUENCY - \$800K

Keystone is strategically positioned to build on the foundation of sending church plants and engaging in missions. We want to accelerate our church planting frequency from a church plant every three years to every two years. To do this, we will have to allocate more funds to our church planting staff, residents, and housing.

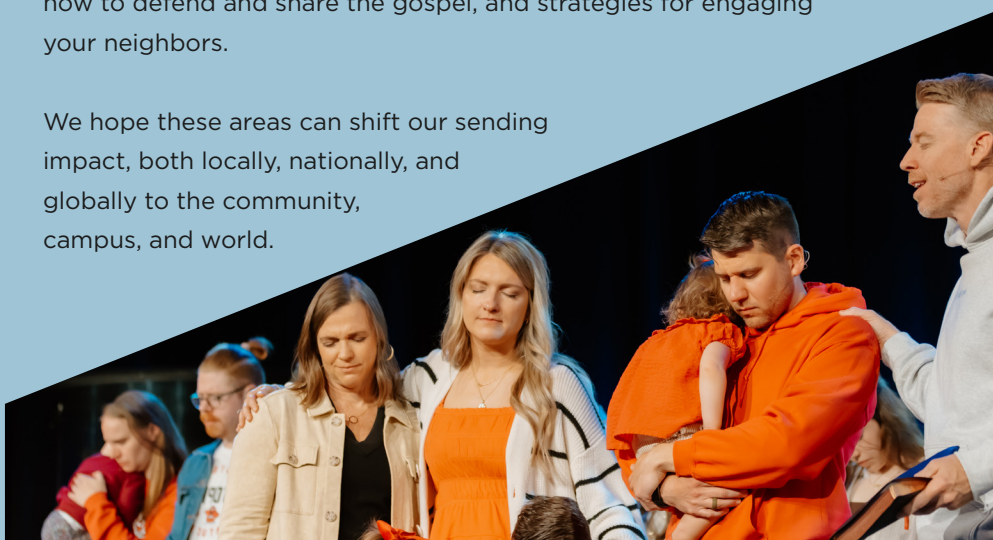
GLOBAL GIVING- \$200K

We also want to increase our global giving capacity by growing the number of global partners that we engage with, which will lead to being able to send more people on mission trips and making an impact globally.

TRAINING MINISTRY FOR EVERYDAY MISSIONARIES - \$100K

Finally, we will create a new ministry to train the people of Keystone as everyday missionaries where they live, learn, work, and play. Training will cover areas like how to be a witness to co-workers, how to defend and share the gospel, and strategies for engaging your neighbors.

We hope these areas can shift our sending impact, both locally, nationally, and globally to the community, campus, and world.



SHIFT FACILITY IMPACT

\$2.9 MILLION

BUILDING EXPANSION - \$2.4M

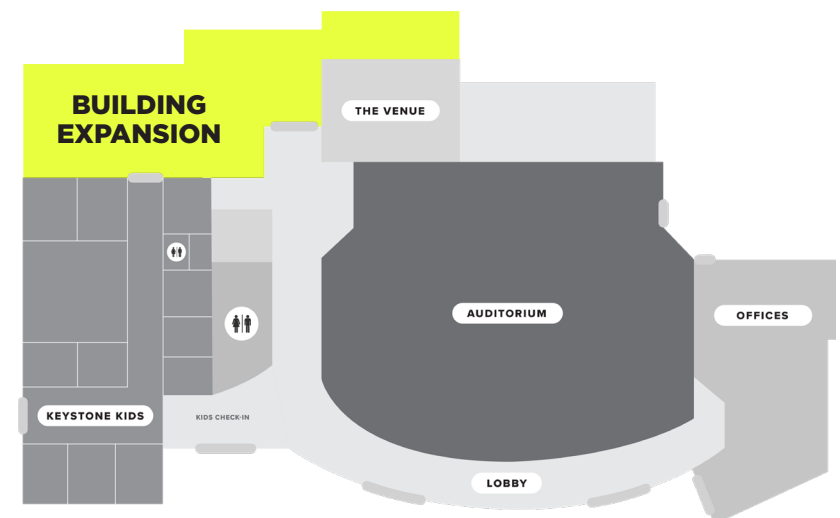
The growth that we have seen in many of our ministries exceeds our current building capacity. To remedy our space constraints, our goal is to add four more classrooms to make room for next-generation programming, another set of bathrooms, and increase the size of The Venue to allow for more ministries to utilize it on a weekly basis.

PLAYGROUND - \$100K

Another way we want to invest in the next generation is by adding a playground on the outside of our building. This will be used throughout the week for events that include childcare, playgroups, and other opportunities.

FUTURE FACILITY NEEDS - \$400K

Lastly, we want to allocate funds for future facility enhancements. With our dynamic growth, we want to be able to adapt to the changing facility needs that future growth will bring.



WHAT ARE WE ASKING YOU TO DO?

PRAY DEPENDENTLY

Ask God to give you a fresh view of His mercy and the faith to SHIFT your priorities to expand His kingdom. Pray for God to do this work in your life and our church as a whole.

GIVE SACRIFICIALLY

Act on the leadings of the Holy Spirit to give sacrificially. Let God stretch you toward a new level of generosity and trust as you seek to follow Him.

INFLUENCE JOYFULLY

As God shifts your priorities in view of His mercy, share your story and invest in others to engage with God's vision for their life and our church.

Finally, we are asking that you prepare yourself to be amazed at what God is going to do. It is an awesome God that we serve. He is moving in huge ways, and we anticipate an unprecedented impact from our collective SHIFT commitments. Please mark your calendar for our Advance Commitment Night on October 26 and prepare to experience a defining moment for our church and for our own faith.



JOURNEY OF A GIVER

GROWING IN GENEROSITY

We are praying for 100% engagement during this season, and the Journey of a Giver is a tool to help you reflect on where you are in your giving journey. The Journey of a Giver focuses on the behaviors and attitudes of our hearts rather than on amounts or percentages, further transforming us into the likeness of Christ. Each step of the journey represents growth in generosity and sacrifice. These are not steps you ascend to get to God but simply a way to evaluate your growth in generosity. Scripture encourages us to grow in every facet of our walk with Christ, including the “grace” of giving.

“NOW AS YOU EXCEL IN EVERYTHING—IN FAITH, SPEECH, KNOWLEDGE, AND IN ALL DILIGENCE, AND IN YOUR LOVE FOR US—EXCEL ALSO IN THIS **ACT OF GRACE.**”

2 CORINTHIANS 8:7

1

FIRST-TIME GIVER

This type of giver is someone who has never given before; someone who decides to give something and trusts God and the leaders of the church with this gift.

2

CONSISTENT GIVER

This type of giver is someone who decides to give something and to give it consistently. This often requires planning, and sometimes this might be a reason for someone to set up recurring gifts online.

3

INTENTIONAL GIVER

This type of giver begins asking the question, “Why am I giving more to my cell phone bill than I am giving to God?” This giver starts to make an intentional choice that reflects how they feel about giving in relation to other things they spend their money on. This may also be the point when someone begins to tithe.

4

SACRIFICIAL GIVER

This type of giver begins to ask the question, “Am I giving in a way that causes my lifestyle to be different to reflect the transformation Christ is making in me?” A Sacrificial Giver’s commitment to giving actually governs the rest of his/her lifestyle.

5

LEGACY GIVER

A Legacy Giver is no longer asking the question, “God, how much are you asking me to give?” A Legacy Giver is asking the question, “God, how much are you asking me to keep?” A Legacy Giver makes a lifetime or longer-term giving commitment that governs his/her larger decisions like homes, cars, investments, etc.

SCAN HERE TO LEARN MORE:



ONE FUND

The SHIFT Initiative will last two years (December 2025 to December 2027). In those two years, every gift given to Keystone and the SHIFT initiative will go into one fund. This includes our SHIFT Mission, which represents two years of our general budget, and our SHIFT Vision, which is the additional funds we seek to fuel the impact we want to make in our community and beyond.

WHY ONE FUND, AND WHAT IS IT?

You may have been a part of church campaigns in the past where you were asked to give a second gift “above and beyond” your regular giving. In fact, we’ve used this model in the past for our previous building and kids addition.

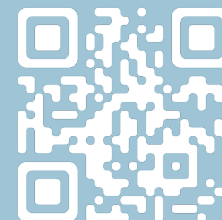
Though this approach has worked for past initiatives, we’ve found that “over and above” giving can be confusing to people who don’t have a baseline for their “normal giving.” It also has the potential to diminish the significance of the ongoing generous giving of so many people at Keystone Church.

We believe we are all on one mission: to help people Know & Follow Jesus. So, during this SHIFT initiative, we will put our gifts to Keystone Church into one fund and celebrate all of our generosity growth as a spiritual family Knowing & Following Jesus together.

YOUR COMMITMENT

GIFTS NEEDED	TWO-YEAR GIFT LEVEL	ANNUAL GIFT	MONTHLY GIFT	GIFT LEVEL TOTAL
1	\$1,000,000	\$500,000	\$41,667	\$1,000,000
1	\$500,000	\$250,000	\$20,833	\$500,000
3	\$250,000	\$125,000	\$10,417	\$750,000
5	\$150,000	\$75,000	\$6,250	\$750,000
7	\$100,000	\$50,000	\$4,167	\$700,000
15	\$75,000	\$37,500	\$3,125	\$1,125,000
18	\$65,000	\$32,500	\$2,708	\$1,170,000
20	\$50,000	\$25,000	\$2,083	\$1,000,000
30	\$35,000	\$17,500	\$1,458	\$1,050,000
45	\$25,000	\$12,500	\$1,042	\$1,125,000
55	\$15,000	\$7,500	\$625	\$825,000
60	\$10,000	\$5,000	\$417	\$600,000
80	\$7,500	\$3,750	\$313	\$600,000
90	\$5,000	\$2,500	\$208	\$450,000
MANY	\$2,500	\$1,250	\$104	\$355,000
TOTAL:				\$12,000,000

\$		What I/we would normally give in a year
+ \$		My/our expanded annual generosity for SHIFT
= \$		x2 years



\$	
+ \$	
Gifts from my/our stored resources	

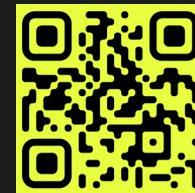
MY/OUR TOTAL 2-YEAR SHIFT COMMITMENT

\$

DECEMBER 2025 - DECEMBER 2027

SERMON SERIES & DISCUSSION QUESTIONS

WEEK 1 / OCTOBER 5



FROM WHAT WE GIVE TO WHY WE GIVE

2 CORINTHIANS 9:6-11

Generosity isn't just about what we give—it's about the heart behind it. God's economy works differently: as we give freely, He enriches us in every way for even more generosity.

DISCUSSION QUESTIONS:

1. Paul says God loves a cheerful giver—how should that truth shape not just the amount we give, but the heart behind it?

2. If sowing generously leads to reaping generously, how does that principle affect the way we budget and prioritize giving?

3. How can gratitude for God's provision motivate our financial generosity more than guilt or obligation? (Talk about this with your Connection Group this week.)

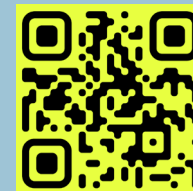
GO DEEPER:

Read Proverbs 11:24-25. What are some ways this Scripture speaks to generosity and our motives for giving?

Scan the QR code to read "Generosity: What are We Missing?"

SERMON SERIES & DISCUSSION QUESTIONS

WEEK 2 / OCTOBER 12



FOR THE COMMUNITY WE LIVE IN JEREMIAH 29:7FF

God calls His people to seek the welfare of their cities, not just survive in them. Generosity toward our city displays the light of Christ, meets real needs, and opens hearts to the gospel.

DISCUSSION QUESTIONS:

1. What tangible needs in our city or neighborhood could we help meet through generous giving?

2. How can we see our financial generosity as a way of “seeking the welfare” of the place God has planted us? (Talk about this with your Connection Group this week.)

3. If our community thrives, how might that open doors for the gospel—and how could our giving play a role in that?

GO DEEPER:

Read Matthew 5:14-16. What are some ways this Scripture speaks to generosity and our community?

Scan the QR code to read “Love the Place You Want to Leave.”

SERMON SERIES & DISCUSSION QUESTIONS

WEEK 3 / OCTOBER 19



FOR THE NEXT GENERATION

PSALM 78:4-7

We reach the next generation. Financial generosity can help create environments, resources, and opportunities for young hearts to hear and Know & Follow Jesus.

DISCUSSION QUESTIONS:

1. How can our giving help ensure that children and youth hear about “the praiseworthy acts of the Lord” in fresh, compelling ways?

2. What investments today—through ministries, resources, or scholarships—could shape the faith of the next generation?

3. If the goal is that “they might set their hope in God,” how should that guide where and how much we give? (Talk about this with your Connection Group this week.)

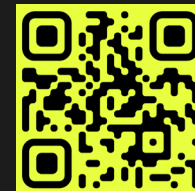
GO DEEPER:

Read Deuteronomy 6:6-7. What are some ways this Scripture speaks to generosity and the next generation?

Scan the QR code to read “Tell to the Coming Generation.”

SERMON SERIES & DISCUSSION QUESTIONS

WEEK 4 / OCTOBER 26



FOR THE CHURCHES WE PLANT

ACTS 16:5

Healthy churches multiply. Our generosity can send planters, sustain ministries, and open doors for the gospel in places where healthy, gospel-preaching churches don't yet exist.

DISCUSSION QUESTIONS:

1. What does it look like to view church planting as a worthy, even urgent, target for our financial generosity? (Talk about this with your Connection Group this week.)

2. How can giving to new churches strengthen and multiply the witness of the gospel in ways established churches sometimes can't?

3. What might we need to sacrifice financially so that more people have access to a healthy local church?

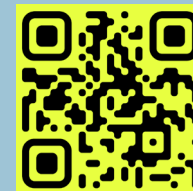
GO DEEPER:

Read Romans 10:14-15. What are some ways this Scripture speaks to generosity and church planting?

Scan the QR code to read "The Privileges of Local Church Planting."

SERMON SERIES & DISCUSSION QUESTIONS

WEEK 5 / NOVEMBER 2



FOR THE WORLD

MATTHEW 28:18-20

Jesus' authority extends to every nation, and His mission is global. Financial generosity fuels disciple-making work among the least reached, moving us toward the day when every tribe and tongue will worship Him.

DISCUSSION QUESTIONS:

1. How can our giving reflect Jesus' global authority and the call to make disciples of all nations?

2. What role can financial generosity play in sending and sustaining missionaries where the gospel is least known? (Talk about this with your Connection Group this week.)

3. If God's mission is global, how should that influence the percentage of our giving that goes beyond our local context?

GO DEEPER:

Read Revelation 7:9-10. What are some ways this Scripture speaks to generosity and global missions?

Scan the QR code to read "The Local Church and Missions."

SERMON SERIES & DISCUSSION QUESTIONS

WEEK 6 / NOVEMBER 9



FOR KINGDOM VALUES

MATTHEW 6:19-21, 33

Jesus calls us to store up treasures in heaven, not on earth, and to seek God's kingdom above everything else. Financial generosity is one of the most tangible ways we declare that eternal priorities matter more than temporary comforts. Where our treasure is, our heart will follow—and generous giving keeps our hearts aligned with God's purposes.

DISCUSSION QUESTIONS:

1. How can valuing eternal treasures over earthly ones change the way you view generosity? (Talk about this with your Connection Group this week.)

2. In what ways does seeking God's kingdom first influence your financial priorities?

3. What is one concrete step you can take this week to store up "treasure in heaven" instead of on earth?

GO DEEPER:

Read Colossians 3:1-2 What are some ways this Scripture speaks to generosity and Kingdom values?

Scan the QR code to read "Living with Kingdom Values."

FAQS

**SCAN THE QR
CODE TO SEE
MORE FAQS:**



WHY SHIFT NOW?

We believe we can make a culture-changing impact in our community and beyond. Over the next two years, we plan to invest in our ministries that send people into the harvest field and address facility constraints that have emerged because of our dynamic growth.

HOW LONG IS MY COMMITMENT?

We ask that everyone make a two-year commitment to SHIFT. Your fulfillment of that commitment will begin on the First Big Give, which takes place on December 7, 2025. SHIFT will conclude in December 2027.

IF I AM COMMITTING TO SHIFT, HOW DOES THIS CHANGE MY NORMAL GIVING TO KEYSTONE?

During this two-year period (December 2025 to December 2027), every contribution to Keystone is a contribution to the SHIFT initiative. You will not be asked to designate your giving to a particular fund. This “one fund” approach helps us see how all our missions are connected, and it allows us to celebrate the total generosity of Keystone in a clear and unified way.

ARE THERE ADDITIONAL WAYS BESIDES CASH THAT I CAN GIVE TOWARDS SHIFT?

Absolutely! Be creative as you explore ways you and your family can give towards the SHIFT initiative. You might have some stocks, property, qualified charitable distributions from an IRA account, or even some stored resources that God has blessed you with in the past that He just might be calling you to give. Please contact Pastor Randy Woodbury at randy@keystonelife.com if you have questions about non-cash generosity, and we would be happy to help you give in this way.

WHAT IF I AM NEW AROUND HERE?

We believe the local church has the most compelling mission to which we can give our lives. We would love for you to make Keystone your church home as we seek to lead more people to Know & Follow Jesus through SHIFT. You can get started by signing up for Pathway at keystonelife.com.

MORE QUESTIONS?

If you have any more questions, please don't hesitate to ask. Contact us at 515.216.5959 or email us at info@keystonelife.com.

KEYSTONE
CHURCH

SHIFT